

## FFVP Promotional Ideas

Incorporating nutrition education is an important aspect to the success of the FFVP.

Here are few promotional ideas that schools have found beneficial:

- FFVP buffets, Example: Johnny Appleseed buffet, Valentine's Day buffet
- Have a mystery fruit or vegetable of the day, Example: Display the mystery fresh fruit or vegetable on the cafeteria line and have the kids try to guess what it is. Serve the mystery fresh fruit or vegetable later in the week with information on the mystery fruit or vegetable
- Have a "Go Colts" month and serve blue/white fruits and vegetables with promotional items
- Track the fruit/veggie intake of the students for National Nutrition Month
- Have students decorate the cafeteria with fruit/veggie paintings (work with the art teacher)
- Put an article about the FFVP/nutrition information in the school newsletter
- Decorate bulletin boards with nutrition information
- Create a fruit and vegetable word wall
- Create a Friday fruit and vegetable trivia game – winning students get to pass out the fresh fruits and vegetables
- Make daily morning announcements about FFVP
- Implement community programs such as the Marion County Health Department "Fruits and Veggies, More Matters"
- Have kids make "Wanted" posters with different fruits and vegetables Example: Strawberries were "Wanted" for being high in anti-oxidants
- Make a homeroom award such as Bam-anna homeroom from Dole Example: Every Monday morning award a homeroom with a banana dog statue for the week and fruit/veggie stickers for the class with the most correct answers to nutrition questions.
- Post on the school website –information about FFVP, pictures of the FFVP, nutrition education
- Set up a table at school registration with posters, brochures, and promotional items
- Have students create television announcements on nutrition and physical activity
- Create a fresh fruit and vegetable float for a local parade
- Create a fresh fruit and vegetable blog where students can comment on the FFVP
- Give teachers nutrition fact sheets with the snack
- Decorate classroom doors and hallways for National Nutrition Month
- Start a garden club
- Incorporate nutrition education and physical activity in music classes
- Present FFVP info to the teachers, staff, school board, and PTO/PTA by using the prototype FFVP PowerPoint and brochure available on the FFVP website - [http://www.doe.in.gov/food/freshfruit\\_vegetable/training.html](http://www.doe.in.gov/food/freshfruit_vegetable/training.html)
- Use the school's open house to promote the FFVP with brochures and talk with parents about the program
- Invite the local newspaper to visit the school during a FFVP tasting
- Incorporate the FFVP with Jump Rope for Heart

- Incorporate daily lessons with the FFVP such as research, geography, writing, and math
- Demonstrate teacher modeling by eating the FFVP with the students and encouraging the kids to try the FFV
- Have students describe the flavor, texture, size, and color of the fruit/vegetable
- Display a FFVP banner in the school entrance
- Give students a certificate and a pencil for participating in the FFVP
- Provide fresh fruit/vegetable trays at holiday parties instead of unhealthy snacks
- Have volunteers create bulletin boards and activities for the FFVP
- Create a nickname for the FFVP snacks Example: Sensible Snacks or Sensational Snacks
- Work with the local grocery stores to send information home regarding sales on healthy snacks
- Post students' names on the "Wall of Fame" if they ate at least half of their serving for the entire month
- Create fresh fruit and vegetable lesson plans in conjunction with the alphabet
- Track the students' favorite fresh fruits and vegetables and post in the library
- Set up table tents in the cafeteria